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## REV. JOHN KERSHAW SAYS HENDERSONVILLE SHOULD CONCENTRATE ON ROADS

(Rev. John Kershaw, Jr.)

I have been asked to discuss tonight the subject, "Concentration on Good Roads." I do so only because I wish to persuade you to share my firm conviction that it is only through a policy of concentration, centralization and specialization in advertising that we can hope to make the name of Hendersonville a by-word throughout our land.

It is hardly possible nowadays for a city so small as ours to become nationally known unless it possesses some rigidly exclusive feature. Given this, judicious and truthful advertising will do the rest, as witness the experience of Saratoga Springs. Hendersonville has no single exclusive feature to play up before the public. We have, it is true, a climate second to none in a mountainous country; excellent sanitary and hygienic conditions; beautiful scenery; cool nights and moderate warm summer days. But as has been before pointed out, we have no monopoly on these. They are shared by a greater or lesser degree by scores of other communities in the mountains of Virginia, Tennessee and in our own State. And being the gifts of Nature, we can add little to them. They must remain common property.

However, lest some misunderstanding me, it should be pointed out that a policy of concentration does not mean a policy of rigid exclusiveness. Every single advantage possessed by a community should find a prominent place in its advertising literature. And in our own case, it is especially desirable that Nature's gifts be emphasized, because it was through these very gifts that Hendersonville first became known at all to the world at large.

But because we do not now possess an exclusive advertising feature, there is no reason in the world why we can not create "something just as good." Advantages are both natural and acquired. We have the natural advantages already, and it remains only to select some feasible feature and to concentrate all of our community efforts on keeping that before the public all the time. It has been done and is being done throughout the world. By spoken and written words the names of certain sections and communities have become synonymous with specific articles of trade or barter. And it seems to the writer that Hendersonville must adopt this "special feature" policy if she expects to remain in the front rank.

Naturally enough, there will be a wide divergence of opinion as to what the selected feature shall be. Every man with a hobby will be on hand to urge its adoption as the means to the end. All these will doubtless be good, but a policy of concentration demands the selection of one principal characteristic. In advocating that Hendersonville and Henderson County concentrate their efforts on good roads I do so because of more than one reason.

In the first place, whether we like it or not, this whole mountainous section has become known primarily as a great recreation ground. A section where people from all over the country come annually chiefly to play, to rest and to literally re-create their tired minds and bodies. As much as we should like our city to be known as a manufacturing centre, an agricultural, or a fruit growing section, we will, for the time being, have to content ourselves

with being known for none of these, but as a great recreation centre.

Instead of being a handicap, it appears to me that this is a great asset. Why not fall in with this general impression and make capital out of it? Why not provide the necessary means for people to play when once they are here. And what better in an out-of-door land than good roads can be provided? The advantages of good roads are too well known to enumerate them here. If tourists find the means at hand to do so, they prefer to amuse themselves, each in his own way. Let private enterprise furnish as much amusement as it sees fit but let the public provide the really big things.

This paper would be incomplete did it not touch upon the matter of expense. It can not be left out of any forward movement. Hendersonville is not a wealthy centre. Its efforts must be concentrated on something within reach of its resources. With this fact fully in mind, I again advocate good roads. Because already Hendersonville and Henderson County have constructed such good roads and streets that it remains but to finish them off properly, and to maintain them as they deserve to be. No new thing costing scores of thousands of dollars is thus advocated; no going away with old assets and substituting new ones is urged. We simply need to carry on to its thorough completion a system of good roads that are second to none in the Southern States; and having completed them provide for their permanent up-keep.

In furtherance of this good roads plea, it may be stated that Hendersonville got more desirable advertising out of her fine sand-clay roads last summer than out of all other features she possesses combined. The writer made it a point to get expressions of opinions from prominent men from all sections of the country. Boiled down they amount to this: "Let Hendersonville keep up her good roads work." I heard it from a New York man, a New Orleans man, from South Carolinians, Georgians, Alabamians, and in fact from level-headed business men from all sections—"Concentrate on good roads."

It is said that a wise man profits by the experience of others. So, too, do wise communities. Hendersonville has but to glance about her to learn the wisdom of concentration.

White Sulphur Springs, Tate Springs, Hot Springs, all these have won national reputations through concentration.

Southern Pines features her wonderful golf links which may be used every day in the winter.

Camden is known far and wide for both excellent golf links and an unsurpassed polo ground.

Aiken stands at the top because she advertised her golf and polo ground and her winter climate.

Thomasville attracts hundreds because of her dry, winter climate.

Florida resorts feature out door winter sports and warm winter days.

All of these are Southern communities with nearly the same population as our own. They have no assets more valuable than we have. None is more wealthy. But they have adopted the policy of advertising a single feature, and sticking to that all the time. It means thousands of dollars to them annually.

Shall Hendersonville Concentrate—and on what?

Mrs. J. F. Livingston spent Saturday in Asheville.

We regret to learn that Miss Dovie Youngblood is on the sick list.

Dr. L. P. Russell went to Hendersonville Saturday.

Mrs. F. J. Israel has returned after spending several weeks with relatives near Asheville.

PROFESSIONAL BEGGAR.

It is pretty well known that a great many apparent cases of distress are fictitious and at least four-fifths of the street beggars are imposters, remarks The St. Louis Globe Democrat, but it is to be hoped that very few benevolent people are so highly deceived as the lady who recently investigated the wants of some pensioners on her bounty.

"Where is the blind man?" she asked of a little girl she met at the door of the tenement house.

"He's readin' the paper, mum."

"Ah! where is the deaf man?"

"He's talkin' politics with the dumb man."

"And what has become of the paralytic?"

"He's abed mum."

"That's strange! He ought to be running a race," said the lady, sarcastically. "He is the only honest beggar in the house. Why is he in bed?"

"Because he's dead."

### MEETING HELD SATURDAY BY CO-OPERATIVE CREAMERY MEN.

Dr. Wheeler of Biltmore Estate and Col. Wood of Southern Railway Company Attending Meeting.

Charles F. Baldwin has furnished the Democrat the following account of the meeting Saturday looking to the establishment of a co-operative creamery in Henderson county:

"At a well attended meeting, weather considered, held on Saturday at the town hall, the formation of a Farmers Co-operative Creamery was considered. The condition of the weather preventing a large attendance, the time was spent in talks by Dr. A. S. Wheeler of Biltmore, Col. T. Gilbert Wood of Washington, of the Southern Railway and others. The opinion prevailing that the project would carry, details were considered and a committee was appointed to canvass for more stock pledges.

It was agreed that the total stock held by the present owners would be pledged for six months to any desiring to come in at the present prices of \$50.00 per share.

"It was very much desired that the ladies of our section be present to consider this, too, but the snow prevented the appearance of all but two."

"A meeting is called for Monday, January 3, and it is hoped that a large number will be present at that time. The undertaking being assured of co-operation, the principle point now is how many members can we get by the first of the month. We ought not to start with less than 75 shareholders. For in numbers will be the greatest success. It is desired to pledge a sufficient number of cows to assure not less than 6000 pounds of butter for the first month. It is estimated that the cream from 400 cows will do that."

"Let each man encourage his friends and neighbors. Any persons at present producing cream who have friends or kin in Transylvania who should be producing cream are requested to spend one day before the meeting trying to get such or one such to pledge a share of stock and the cream from at least three cows."

### WHEN LENROOT SAT DOWN.

A Graves Story About Claud Kitchin. (Everything.)

John Temple Graves, of the Hearst papers, is just now telling a pretty good story which is worth while, and which we reproduce as follows:

"Claud Kitchin, the new leader of the shrunken Democratic majority in the House, has some wonderful equipment for the difficult task which is before him during the coming winter."

"In the first place, Champ Clark declares that he is the best all-round debater the House of Representatives has known in two decades."

"With a mind wonderfully stored with political fact and history, he has also great magnetism, a remarkable power of expression, a swift and stinging repartee always at hand, and an absolutely imperturbable temper. No stormy colloquy in the House has ever upset his equanimity, for a moment."

"The Republicans know this and have all long since learned discretion in partisan discussions. One day, in the time of 'Old Joe Cannon,' Kitchin was making a wonderful speech on the tariff."

"Lenroot of Wisconsin, always bold and daring himself, interjected a question and was promptly and effectively answered. Then he rose to ask another question."

"Instantly old Joe Cannon rushed across the aisle to his party colleague and said, audibly:

"Sit down, Lenroot; sit down! Don't you know better than to interrupt Claude Kitchin? Don't you know that every time you ask him a question you simply make for him an opportunity to give a black eye to the Republican party?"

"Lenroot sat down, and since then there are few well-informed Republicans in the House who ever offer a challenging question to Claude Kitchin in debate."

### N. C. NATURALISTS.

Henry Parker of Wilkes brought to town last Monday a wild cat skin which he says a sheep had killed.

The wild cat had killed one sheep and it is believed that it was trying to kill the second one. When he got hold of the sheep it broke to run and the cat hanging on to its side and the sheep ran by a small tree which the wild cat struck and broke its neck.—Jackson County Journal.

Woodpecker Disturbed Services.

"Of all things, I never heard of a bird disturbing church services until last Sunday," remarked Mr. Joe Bridges Tuesday to a party of friends. "I was down at Boiling Springs," continued Mr. Bridges, "and while the minister was in the midst of his discourse, suddenly there came a sound like unto that a rapid fire gun. The preacher halted, while a member of the church reassured him that it was only a woodpecker drilling through the gable of the building. Sure enough it was, for I saw when I came out where the bird had been at work."—Forest City Free Press.

### WILSON THE ONLY LOGICAL CANDIDATE, SAYS WATTS.

Collector Can't See Anybody Else for the Democratic Nomination

Washington, Dec. 12.—A. D. Watts, collector of internal revenue for the fifth district, who has been here for a week, left for Statesville last night. Before leaving he said:

"I had some little matters which I wished to talk over with Colonel Osborn and the supervising architect of the treasury, but the principal reason for my visit to the capital city was to learn as much of the political situation in the country as I could. During my thirteen years in Washington with Senator Simmons I came to know men from every state in the union of both parties—senators and representatives, their clerks, members of the general staffs of the house and senate, officials in the executive departments, and most of the correspondents of the daily papers of the country. I always took great interest in politics and political campaigns in the country and the various states, and came to have my favorite source of information from almost every state—sometimes senators, often a member of the house, frequently a newspaper man, but most frequently some bright man brought here, by a senator or representative largely because of his knowledge of the politics of his state. Experience has taught me that not all ways is the man with the biggest office the best posted on political conditions in the states."

"During my present visit I have talked with them from almost every state in the union, democrats and republicans from senators and representatives to messengers, and from all the information I have been able to get I believe President Wilson will be unanimously re-nominated and triumphantly re-elected. In my judgment he will have at least 300 of the 531 electoral votes. Of course he will not have the electoral majority he had before, for no one believes the progressives will poll anything like the votes they did before, although the opinion is general that that party will have a ticket in the field."

"In talks with all sorts and conditions of men here I get the impression that no man has ever grown so upon the country as has the president. All our presidents have been good men. All have been patriotic. Not all of them have been wise. From what I hear the country, almost regardless of party, has come to believe implicitly in President Wilson—not only in his goodness and patriotism, but in his judgment and wisdom as well."

"Will congress enact his preparedness program into law? Assuredly, yes. What is more, it will put upon the statute books almost every other policy which is backed by the deliberate judgment of the president. Congress has followed the president on the tariff, on the currency and foreign relations. The country is prosperous as hardly ever before and, thanks to his sound judgment and calm poise with all the world, including unhappy Mexico, where the excuses for an unjust war of conquest upon her have been many and plausible."

"Nearly every man you meet here will tell you of scores of republicans with whom he has talked who intend to support President Wilson next year, and they all put it on the ground of the accomplishments of his administration and the confidence of the people in his ability to steer the country safely and peaceably through the most troublesome times which have ever afflicted the world."

"Be of good cheer, democrats, we are going to win again."

"While in no manner taking sides in any contest, from talks with North Carolinians here, I get the impression that most of our districts will renominate their present democratic representatives without contests. There has been the usual talk about other candidates, but the opinion seems to be that most of them will not materialize. From the best information I can get our next congressional delegation will contain few new men, except a democratic successor to Representative Britt. It's written in the stars that the mountain district will elect a democrat next year to uphold the second Wilson administration."

### THE FIRST SNOW.

Western North Carolina Had First Good White Coating of Season.

The first snow of any consequence fell in Western North Carolina last Saturday. The flakes began to fall early in the morning but not numerous until about 4 o'clock Saturday afternoon. In the course of two hours time everything exposed was white. The snow continued to fall until night and it finally reached a depth of about six inches.

The snow was general throughout the western and central portion of North Carolina. While it was not the first snow in the mountains it was the first in Hendersonville. About two weeks ago snow could be seen on some of the distant mountain tops.

### BALFOUR BOX SUPPER.

There will be a box supper at the Balfour graded school building Friday evening, December 17, beginning at seven o'clock. The proceeds will go for the benefit of the school. Everybody is cordially invited.

## FUNDS FOR FRUITLAND INSTITUTE ASKED FOR IN STRONG APPEAL

The value of an institution can best be judged by its product. We point with a degree of pride to the product of Fruitland Institute. Two of the highest offices in the gift of the country are filled by Fruitland boys. A large per cent of the teachers in the public schools of the country were trained for their work at Fruitland. Its students have matriculated at nearly a dozen colleges, the best in the country, and so far as we have ever heard not one of them has failed to make good.

The school stands preeminently for one thing—the building of character. And realizing that the highest type of character is that which is founded in the Christian religion it has ever been the purpose of the trustees and faculty of the institution to have brought to bear on the pupil the most wholesome Christian influence possible.

As an evidence of the success that has attended the work at this point we call attention to the fact that with a very few exceptions, if indeed that are any exceptions, the students who have entered the school, not members of any church have, before leaving, been converted and imbued with a spirit of Christian activity which has characterized them in whatever pursuit of life they have entered.

In all the years of the existence of the school it has been handicapped

by the want of better equipment for its work.

With a view to supplying this need the trustees decided some time ago to undertake the erection of a new administration building which would be up-to-date in all its equipment. The building is well under way. About six thousand dollars has been expended on it and it is estimated that it will cost about five thousand dollars more to complete it. Half this amount is furnished by the Home Mission board.

We are now making an earnest appeal to the friends of the school and of the boys and girls who are looking to it for an education, to come to our help. We have had to suspend work once for the want of funds. We should be sorry to have to suspend again, and yet, that is what we will have to do unless the people furnish us the means to go on with the work. Friends we are looking to you. If you have made a contribution to this building fund. Won't you make another just now and help us through this crisis? We are on the "home stretch." There is a rich reward for those who join our procession now and help us over the hilltop. Won't you be one of the number? It can be done so easily by "Just a little help from you."

Sincerely and earnestly,  
A. I. JUSTICE,  
Chairman Board of Trustees of  
Fruitland Institute.

### HORSE SHOE CURVES

There will be a Christmas tree at the Baptist church on Saturday afternoon, Dec. 25th at 3 o'clock.

Mr. S. E. Case and family of Landrum, S. C., have moved to the Allen house.

Miss Harriet McBrayer died last Friday night, and was buried Sunday at Shaw's Creek.

Mr. A. E. Pressley has moved to Mr. J. K. Burke's store house.

Mr. Otis Huggins closed a ten day's singing school here last Friday.

Mr. A. P. Brannon is having four rooms added to his house. Mr. James Duncan has charge of the work.

Mr. Ray Brown, who has been attending school at Fruitland, is at home.

### GIFTS OF THE STORK.

Born to Mr. and Mrs. Volley Barnwell, at Bat Cave, a son, Monday, December 13.

Born to Mr. and Mrs. W. B. Wells, a son, Thursday, Dec. 9.

Born to Mr. and Mrs. Perry Drake, a son, Crab Creek road, Dec. 10.

Born to Mr. and Mrs. Noble Clayton, Columbia Park, a son, Dec. 8.

### The Electric Eel.

The electric organ of the electric eel is in no sense a storage battery, but a contrivance by which electric energy is liberated at the moment when it is required. At rest the organ shows so small an electromotive force that a good galvanometer is required to detect it, but a sudden nervous impulse from the eel's spinal cord raises a potential of many volts with very little heat and so small an expenditure of matter as to defy the most expert chemist to weigh it.

### Old Fort School.

Our new graded-school building, which has been occupied for several weeks, will be formally opened on the evening of December 17th, with interesting exercises. State Superintendent J. Y. Joyner will be the principal speaker. A number of other prominent educational workers are expected to be present and deliver addresses; and it will no doubt be an occasion well worth the attention of our citizens. The public is cordially invited to attend.—Old Fort Sentinel.



HERE are Christmas bells and bells.

The real Christmas bells ring out only in the morning of the sacred day. The other bells ring from morning until night. After which they jangle through one's dreams.

The Christmas doorbell is a great institution. It is the busiest bell of the lot. All day long the doorbell has pressing engagements. When the doorbell rings on Christmas day, everybody gives heed to its sweet sounds. And everybody rushes to the front door as if the house had caught on fire, and that was the nearest exit. The doorbell has everyone in the family hopping as if they were so many trained ducks.

There are two reasons why the Christmas doorbell is a welcome visitor when it jars upon the ear. In the first place, you know that no bills are going to be presented by the caller at the door. In the second place the doorbell may announce the arrival of a package.

A saved-off express wagon driver, with a chunky, holly-bound package under his arm, can get more attention on Christmas day than the governor of the state, surrounded by his military staff and preceded by a Chinese orchestra, playing "Tippelally."

The package the expressman or mail carrier brings, is seized by a

dozen eager hands. It is strange how ready everybody is to help in relieving the deliveryman of his 12-ounce burden. Then the package is conveyed in state to the inspecting department. It is opened with nervous anticipation, and there is great rejoicing when it proves to be a knitted muffler for father from Aunt Jessica. The muffler is as large as a young hammock, and is pinker than pa's cheeks when we all insist that he try it on.

If there is a grown-up daughter in the family, she beats all records getting to the door when the bell rings on Christmas day. If anybody beats her to the knob, it is not her fault, as she slid down the banister and took a flying leap, which was the best she could do without breaking bones. Sis expects the kind of presents which are not found in fireplaces after Santa Claus' visit. She's looking for bouquets of flowers, huge boxes of candy and other tokens of regard. Sometimes, though not very often, the bell ring announces a neatly wrapped wedding ring.

The Christmas telephone bell is an important feature of the Yuletide. It rings Christmas tidings which formerly were sent on decorative cards, which, with their imitation snow, made handy match scratchers.

The Christmas dinner bell—one at a time, please. Don't all rush in at once!

### LIST OF BOOKS LATELY SHELFED AT CARNEGIE LIBRARY.

The following books have been purchased and shelved at the Carnegie Library recently:

Felix O'Day by F. Hopkins Smith.  
The Rainbow Train by Zane Grey.  
Victory by Joseph Conrad.

Anne of the Island by L. M. Montgomery.

The Money Master by Gilbert Parker.

The Lost Prince by Mrs. F. H. Burnett.

Thankful's Inheritance by Joseph C. Lincoln.

The Inner Law by Will Harbin.

Dear Enemy by Jean Webster.

Jaffery my Lookie.

Dr. Lively and His Friends by Caroline Stanley.

Code of the Mountains, C. N. Buck.

Roast Beef, Medium, by Edna Ferber.

Mrs. Red Pepper by Grace Richmond.

Red Rock by Thomas Nelson Page.

The Men of the Mountains, presented by the author, Arthur W. Spaulding.

Library hours, 10 to 12:30 a. m. 2 to 5 p. m.

### FLETCHER R-1 NEWS.

Mrs. A. T. L. Jones of Marion, N. C., is visiting relatives in this section.

Mr. J. P. Wilkie made a business trip to Hendersonville last week.